BIG

ACME

1964

50¢

DICK STARK - All American Boy - Star Athlete, honor student - a hero to all the girls - the envy of all his pals

VOL. 3, NO. 1 MARCH, 1964

Eye of the ARTIST

Eye of the BEHOLDER

Eye of the CAMERA

THE BIG VIEW

BIG's point of view should serve to inspire the young men of this nation to keep physically fit through healthful indoor and outdoor activity.

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On the Cover: Bruce MacNeill, Photo by LES FOLIES DES HOMMES
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CHEROKEE - An early American in the real tradition - he herds cattle where once his ancestors hunted buffalo.

CHUCK TOMLINSON - Lights, Camera, Action - here is handsome, 19 year old Chuck ready for his initial screen test.

BOYD GODDARD - Out West they grow them big and handsome as is apparent in Boyd, a young Texas A & M student

ERNIE MATHEWS - 17 year old Ernie will soon get his wings. An Aeronautical Academy student he has his flashing, dark eyes on a future space team.

MENICO – The newest star on the art horizon, with a flair for reality rarely seen in the physique art field.

FANCY
FRUI
BI
TAS
TREA

STUD - A strapping, husky farm boy, he gave up the wide open spaces and life on the ranch for the lure of greater things in the big city.

KEN ROYE - Just turned 17, and already an award winner for several junior American Titles.

JIM STRYKER - Still on TOP - Jim continues as the most popular young physique model in the United States, today.

BRUCE MACNEILL... A new comer in the big DIG line-up. He's an 18 year old blonde bomber with all the power in the right places.

MONTE HAUSER - 5' [illegible] lbs., [illegible] of dynamite is sure to be a great favorite among you physique fans. 19 year old Monte loves danger as is evidenced by his choice of career. If the appointment comes through Monte will soon be flying high as a cadet at the Air Force Academy in Denver.

MONTE HANSEN

MONTE HANSEN

WALT COVERT - Young traveler, Walt is back from a trip to the continent. With his flashing blue eyes and easy manner, Walt made friends wherever he went, and certainly dissuaded many about the "Ugly American" image.

BILL FERGUSON - Muscle magic might be the word for Bill. Rarely has he lifted weights and yet his magnificent natural body definition is the envy of many.

BILL FERGUSON

GUY TOWERS - In the few short months since we introduced Guy he is fast becoming one of the most admired of physique models.

NOEL PETERS - 17 year old Noel couldn't believe that he was model material. But, as pictured here, he's a little too modest for his own good.

TAD TREVOR • Getting in the swim of [illegible]. Tad learned early, is a good way to [illegible] shape. His father, a champion diver, [illegible] in the backyard pool when he was [illegible] year old.

BIGs EXERCISE

BY KERI LONG

Developing the pectorals is an essential part in every great body-builder's routine. These large chest muscles really "make" the physique and have become the trade marks of such greats as Steve Reeves, Reg Lewis and Clarence Ross.

As with any structure, a solid foundation is the first requirement in developing a powerful chest. A properly developed rib cage and sternum provide this foundation. Naturally, bones depend mainly upon diet for growth and maintenance. However, they can be stretched and fortified by developing the smaller muscles which support them. One of the best exercises for achieving this is squats or half-squats. With a heavy bar-bell balanced on the back of the neck and shoulders, one does deep knee bends or knee bends to the level of a chair if half-squats are preferred. Taking deep breaths on the way down is an important part of the exercise. This exercise along with the regular breathing, is ideal for stretching the rib cage, increasing lung capacity and providing a solid foundation for the pectorals. Deep breathing exercises done while relaxing or in one's spare time, have also been known to be quite beneficial.

Bench presses, the bulk builders of the chest, are always a good follow-up exercise after squats. With a normal grip on the bar and the hands a comfortable distance apart, the weight is lowered to the chest and then pushed straight up again until the elbows are straight and locked. Deep breathing on the downward movement is again very important. Bench presses are the real power and bulk builders of the chest muscles besides benefiting the shoulders and even the triceps.

A third exercise to include in your chest routine is prone laterals or flying laterals as they are sometimes called. Lying flat on your back on a bench, you place a dumb bell in each hand and raise them together with a straight arm and elbow until they touch in a position directly over you. Then they are slowly lowered again to the floor. The elbows may be bent slightly when using heavier weights for bulk. This is a good exercise for building up the entire pectoral and giving you a chest "a yard wide." It also helps in sculpturing the chest muscles by giving definition from the point of insertion on the humerus or arm bone to the bottom of the muscle and within the groove in front of the breast bone which separates the pectorals.

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